

## ORDER



Orders	Order / Rev:	715926	KARE
	Alt Order #:	06331588	Jim Quinn
	Product Desc:	CRAVAACK FOR CONGRES	T-PHI
	Estimate:	C09C15	NAT
	Flight Dates:	10/09/12 - 10/15/12	
	Original Date / Rev:	10/05/12 / 10/05/12	
	Order Type:	Political	
Agency	Name:	Smart Media Group Inc/ POL	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		814 King Street	WEEKLY
		Alexandria, VA 22314	Agency Commission:
			15%
Advertiser	Name:	CRAVAACK, C / R /CON	
	Demographic:	A35+	New Business Thru:
	Product Codes:	PL-US House Representative	Order Separation:
	Priority:	P-2	Advertiser External ID:
	Revenue Codes:	AGY, GEN, POL	Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/08/12	10/14/12	19	\$13,740.00	\$11,679.00		October 2012	24	\$18,490.00	\$15,716.50	0.00
10/15/12	10/21/12	5	\$4,750.00	\$4,037.50		Totals	24	\$18,490.00	\$15,716.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
KARE	20%	\$18,490.00
Market	100%	\$92,450.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWE	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	29%	\$26,810.50
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	12%	\$11,094.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	39%	\$36,055.50
WFTC	0%	\$0.00

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 Flight Dates: 10/09/12 - 10/15/12

Advertiser: CRAVAACK, C / R /CON  
 Product Desc: CRAVAACK FOR CONGRES  
 Estimate: C09C15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KARE	10/12/12	10/12/12	Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ----F-- 1 \$500.00 0.00															
N 5	KARE	10/12/12	10/12/12	M-F 5-530p	CM	5-530p	----F--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ----F-- 1 \$650.00 0.00															
N 6	KARE	10/12/12	10/12/12	M-F 9-10a	CM	9-10a	----F--	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ----F-- 1 \$360.00 0.00															
7	KARE	10/15/12	10/15/12	M-F 10-1035p	CM	10-1035P	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$2,200.00 0.00															
8	KARE	10/15/12	10/15/12	Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$575.00 0.00															
12	KARE	10/15/12	10/15/12	M-F 5-530p	CM	5-530p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$1,200.00 0.00															
14	KARE	10/15/12	10/15/12	M-F 9-10a	CM	9-10a	M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$175.00 0.00															
N 15	KARE	10/13/12	10/13/12	Sat 6-630p	CM	6-630P	-----S-	:30	1	\$990.00	P-4	0.00	NM	1	\$990.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$990.00 0.00															
N 16	KARE	10/13/12	10/13/12	Sat 8-10a	CM	8-10a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$400.00 0.00															
N 19	KARE	10/11/12	10/11/12	Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$500.00 0.00															
N 24	KARE	10/11/12	10/11/12	M-F 9-10a	CM	9-10a	---T---	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 ---T--- 1 \$360.00 0.00															
N 25	KARE	10/09/12	10/09/12	Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -T----- 1 \$500.00 0.00															
N 30	KARE	10/09/12	10/09/12		CM	9-10a	-T-----	:30	1	\$360.00	P-4	0.00	NM	1	\$360.00

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 Estimate: C09C15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 9-10a											
				M-F 9-10a											
				TODAY 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1				\$360.00		0.00			
N31	KARE	10/10/12	10/10/12	M-F 10-1035p	CM	10P-1035P				--W----		:30	1	\$1,500.00 P-2	0.00 NM
				KARE News 10p											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$1,500.00		0.00			
N32	KARE	10/10/12	10/10/12	Tonight Show	CM	1035pm-1135pm				--W----		:30	1	\$500.00 P-2	0.00 NM
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$500.00		0.00			
N35	KARE	10/10/12	10/10/12	M-F 5-530p	CM	5-530p				--W----		:30	1	\$650.00 P-2	0.00 NM
				KARE 11 5 News											
				KARE11NWS-5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$650.00		0.00			
N36	KARE	10/10/12	10/10/12	M-F 9-10a	CM	9-10a				--W----		:30	1	\$360.00 P-4	0.00 NM
				M-F 9-10a											
				TODAY 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$360.00		0.00			
N37	KARE	10/12/12	10/12/12	M-F 430-5p	CM	430-5P				---F--		:30	1	\$990.00 P-4	0.00 NM
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---F--		1				\$990.00		0.00			
39	KARE	10/15/12	10/15/12	M-F 430-5p	CM	430-5P				M-----		:30	1	\$600.00 P-2	0.00 NM
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1				\$600.00		0.00			
N42	KARE	10/11/12	10/11/12	M-F 430-5p	CM	430-5P				---T--		:30	1	\$990.00 P-4	0.00 NM
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T--		1				\$990.00		0.00			
N44	KARE	10/09/12	10/09/12	M-F 430-5p	CM	430-5P				-T-----		:30	1	\$990.00 P-4	0.00 NM
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1				\$990.00		0.00			
N46	KARE	10/10/12	10/10/12	M-F 430-5p	CM	430-5P				--W----		:30	1	\$990.00 P-4	0.00 NM
				Jeopardy											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$990.00		0.00			
N48	KARE	10/09/12	10/09/12	M-F 10-1035p	CM	10-1035P				-T-----		:30	1	\$1,500.00 P-2	0.00 NM
				KARE News 10p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1				\$1,500.00		0.00			
N49	KARE	10/09/12	10/09/12	M-F 5-530p	CM	5-530p				-T-----		:30	1	\$650.00 P-2	0.00 NM
				KARE 11 5 News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1				\$650.00		0.00			

Totals 24 \$18,490.00